

# Erlend Prestgard new Chief Financial Officer at Aspiro

**Aspiro has recruited Erlend Prestgard as Chief Financial Officer (CFO). Prestgard, who joins the company no later than 1 July 2010, previously worked at consulting firm McKinsey as an Engagement Manager. As CFO, he will be part of Aspiro's management team.**

*“I am very pleased that we have recruited Erlend Prestgard as CFO in Aspiro. His previous experience will be very useful in the strategic work to drive further growth and development for the company”,* said Gunnar Sellæg, CEO of Aspiro.

As CFO, Erlend Prestgard will focus on further developing the group's management control systems and participate in the strategy work, aiming to drive the company forward. Aspiro has an aggressive growth strategy and in 2010 the company primarily prioritizes its business areas of mobile TV and music.

*“Aspiro is at the forefront in its field, with interesting solutions such as music and mobile TV. The company is also in a very exciting phase with significant growth opportunities and I look forward to contributing to realize this growth”,* said Erlend Prestgard, incoming chief financial officer at Aspiro.

Prestgard has worked at McKinsey since 2006. At McKinsey, he was responsible for leading change projects in a range of clients in various sectors such as telecom. Previously, he worked as an analyst focusing on IPO's, and company valuation at the UBS Investment Bank in London. Prestgard is 31 years old and holds an MBA from the Norwegian School of Economics. He takes the position after current CFO Jostein Viksøy and becomes part of Aspiro's management team.

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## **Aspiro in Brief**

Aspiro has a unique position as the world's only provider of both streaming music and TV services delivered as a complete white label service to partners. As the market leader in mobile entertainment in the Northern European region, Aspiro utilize over ten years mobile technology and retail experience, delivering its premium services to companies worldwide including T-Mobile, Telefónica O2, Telenor, 3, TeliaSonera, BBC, Aftonbladet, mBlox, TVNorge, Entel and VG. Aspiro is listed on the Nasdaq OMX Stock Exchange in Stockholm, with local presence in all Nordic and Baltic countries and the US. 2009 sales were SEK 441 m and the company has some 140 employees.